



<b>Job Title</b>	<b>Community Engagement Specialist</b>	<b>FLSA Status</b>	<b>Exempt</b>
<b>Band</b>	<b>PRO</b>	<b>Probationary Period</b>	<b>12 Months</b>
<b>Zone</b>	<b>7</b>	<b>Job Code</b>	<b>18105</b>

**Class Specification – Community Engagement Specialist**

<b>Summary Statement:</b>	
<p>The purpose of this position is to lead, coordinate, and provide continuing support for the City’s community engagement functions, ranging from service requests and customer service processes to public input and participation in projects and programs. Enhances the community’s experience of City government by leveraging technology, driving process changes, implementing modern best practices, and improving efficiency. Leads the creation and continued use of consistent and effective citywide approaches to meaningful community engagement. Identifies and implements ways to improve inclusivity in and accessibility of city information and decision-making processes. This position also supports City Communications department functions, including public information and media relations.</p>	
<b>Essential Functions</b>	Note: Regular and predictable attendance is an essential function in the performance of this job.
<b>Time %</b> (All below must add to 100%)	Note: Time spent on each essential function will vary based on operational needs and is only intended to be an approximation over the course of a full year.
40%	Manages customer service/citizen request processes and tool enhancement to ensure good and consistent customer service citywide. Gathers community feedback and coordinates with internal agents to increase usability and make continuous improvements. Monitors and evaluates the existing customer experience and creates ways to make it better. Conducts agent training on tools and best practices to enhance the City’s customer service and branding for a consistent customer experience.
20%	Helps lead the public participation program and works with project managers to implement the most appropriate level of public participation. Creates, implements and maintains a strategic framework and a tactical toolkit, and trains project managers on its use, for a consistent and effective citywide approach to public participation. Sets meetings/agendas, goals, objectives and strategies for the public participation working group.
20%	Analyzes communications needs and develops strategic communications plans for City departments. Writes news releases, social media content, pitches media stories



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	and responds to media requests, and handles other tasks as needed to support the City's media relations efforts.
15%	Coordinates with the Office of Accessibility on web/digital services accessibility and proactively finds ways to improve usability, accessibility and engagement of the City's digital services. Evaluates and implements new digital communications tools; monitors changing technology and makes recommendations to the Communications department to meet its mission. Proactively seeks out ways to augment existing activations and events with technology.
5%	Conducts public, in-person outreach to cultivate support in the community for citizen engagement initiatives. May include attendance at community events during irregular hours.

<b>Competencies Required:</b>
Human Collaboration Skills: Decisions regarding interpretation of policies may be made. Contact may involve support of controversial positions or the negotiation of sensitive issues or important presentations. Contacts may involve stressful, negative interactions with the public requiring high levels of tact and the ability to respond to aggressive interpersonal interactions.
Reading: Advanced - Ability to read literature, books, reviews, scientific or technical journals, abstracts, financial reports, and/or legal documents. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Math: Advanced - Ability to apply fundamental concepts of theories, work with advanced mathematical operations methods, and functions of real and complex variables. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.
Writing: Advanced - Ability to write editorials, journals, speeches, manuals, or critiques. Ordinarily, such education is obtained at the college level or above. However, it may be obtained from experience and self-study.

<b>Technical Skills Required:</b>
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**Advanced Skills and Knowledge:** Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.

Ability to administer a number of technology systems to accomplish communication and engagement goals

**Relevant Background and Formal Education:** Demonstrated skills, competencies, and knowledge required for this job are most often acquired through the following practical experience and level of academic education and training as suggested below.

**Education:** Bachelor’s degree from an accredited college or university with major coursework in communications, public administration, public relations, or a related field.

**Experience:** Five years of full-time responsible public relations to include project management experience.

**Education and Experience Equivalency:**

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

**Certifications and Licenses:** Must possess or be able to acquire the following certifications and/or licenses.

Colorado Driver’s License	Upon hire
Certifications required in accordance with standards established by departmental policy.	

**Supervision Exercised:**

Work requires functioning as a lead worker performing essentially the same work as those directed, and includes overseeing work quality, training, instructing, and scheduling work.

**Supervision Received:**

Receives General Direction: This job title normally performs the job by following established standard operating procedures and/or policies. There is a choice of the appropriate procedure or policy to apply to duties. Performance reviewed periodically.



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**Fiscal Responsibility:** This job title has no budgetary responsibility.

**Physical Demands:** Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time. Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.

<b>Environmental Conditions</b>	<b>Frequency</b>
Primary Work Environment	Office Environment
Extreme Temperature	Never
Wetness and Humidity	Never
Respiratory Hazards	Never
Noise and Vibrations	Never
Physical Hazards	Never
Mechanical and/or Electrical Hazards	Never
Exposure to Communicable Diseases	Never

**Machines, Tools, Equipment, and Work Aids:** Computer, printer, copier, telephone, and standard office equipment. Various other technological solutions as needed.

**Specialized Computer Equipment and Software:** Microsoft Office.

*The description above is intended to represent only the key areas of responsibilities; specific job assignments, duties, and environmental conditions will vary depending on the business need of the department and the particular assignment.*

Original Date: September 2015